



Universidad de Granada

#aCienciaCerca's videos receive more than 50,000 visits in the program's first year of life

To date, 40 chapters of this initiative for the dissemination of UGR's scientific information have been issued, the aim of which is to bring research carried out in the institution closer to society

Through talks lasting less than 10 minutes, which are broadcast on Facebook, Twitter and Youtube, UGR researchers explain to the general public what their work consists of, on some occasions, or scientific aspects related to current affairs, on others

At the following link you can see a video that summarizes the first year of the #aCienciaCerca program:

More than 50,000 people have seen some of the 40 chapters of #aCienciaCerca that have been premiered during the first year of life of this initiative of scientific popularization of the University of Granada (UGR), a fact that turns this program into one of the most viewed in the history of the Youtube channel of the UGR.

The UGR, through the Office of Communication Management, the Scientific Culture Unit and the Centre for Virtual Education (CEVUG), launched a year ago, in March 2016, the scientific dissemination programme "A ciencia cerca", with the aim of bringing research carried out in the academic institution closer to society.

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The data analysed by the Office of Communication Management regarding the #aCienciaCerca programme during its first year of life provide very relevant information, which highlights the success of this dissemination initiative not only among the university community, but also in society as a whole.

Thus, the time of viewing the videos of #aCienciaCerca exceeds 210,000 minutes, and the 700' I like' on Youtube, to which should be added those obtained on Twitter

(almost 140,000 impressions) and Facebook (195,000 people reached).

This year, researchers from practically all the UGR centres and schools, belonging to all areas of knowledge, have participated in #aCienciaCerca. As a result of their appearance in the program, they have been interviewed in the media to talk about their work, in some cases, or established collaborations with companies that have been interested in their research by watching the video, in others.

The video most played to date is entitled "Fibromyalgia, beyond pain", by the researcher of the Department of Physiology at the Faculty of Pharmacy of the UGR Virginia Aparicio, which has more than 8,000 views since it was published on April 13,2016. It should be noted that this chapter has been shared in the social networks of different associations of patients affected by fibromyalgia, given the brilliant exposure of Professor Aparicio, which has undoubtedly contributed to increase its dissemination.

The second most watched video is entitled "Women and Prehistory: Dismantling Myths" by Margarita Sánchez Romero, researcher in the Department of Prehistory and Archaeology at the University of Granada, who analyses how prehistoric societies have been used to generate stereotypes about women, men and their relationships, justifying inequalities with important consequences. This chapter has more than 4,700 visits.

All UGR researchers interested in participating in the "A ciencia cerca" programme can contact Carlos Centeno (Office of Communication Management / Scientific Culture Unit) via e-mail centeno@ugr.es.

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